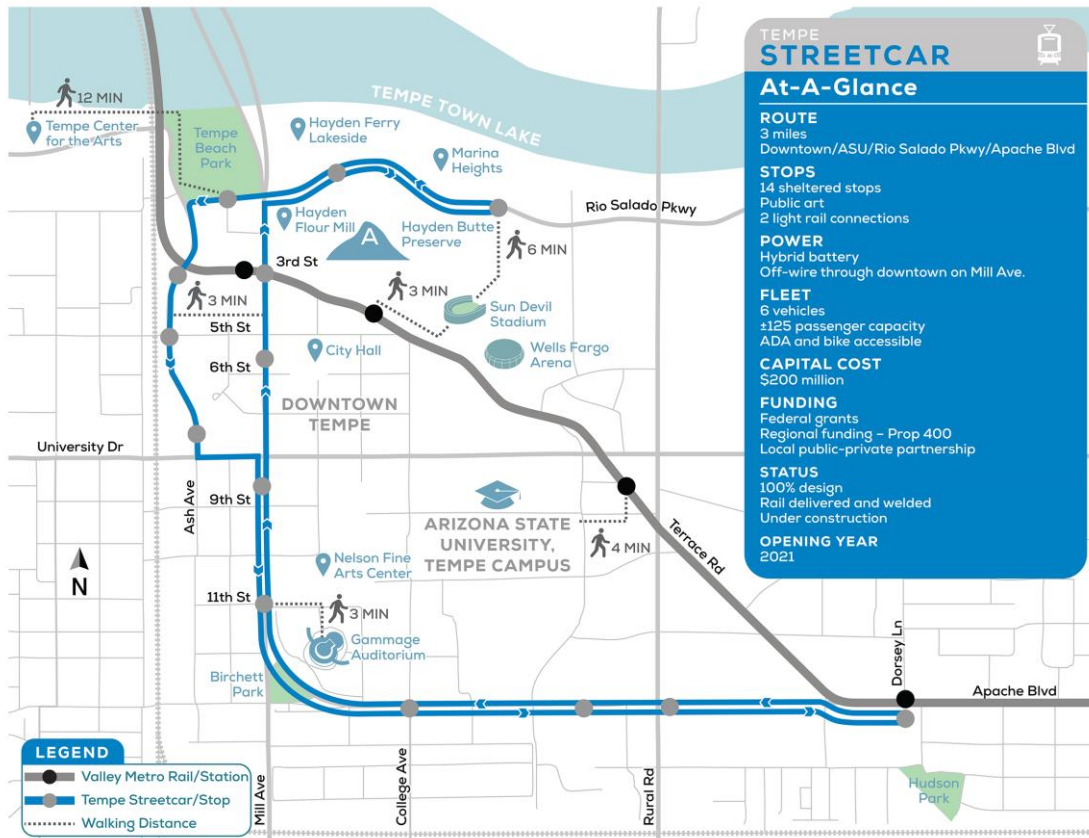


Tempe Streetcar History Panels

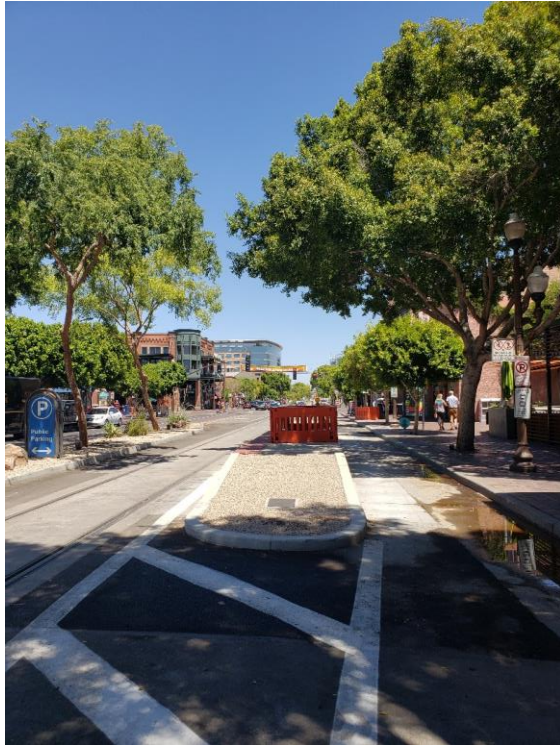
Fall 2019



Streetcar Project



Project Status



- \$75 Million Federal Funds
 - Grant Signing November 2019
- Construction:
 - Summer 2019 Mill Ave work completed
 - Track – more than 50% installed
 - Stop platforms in place
- Stop Infrastructure (shade, seating, signage)
- Public Art – designed and in fabrication
- History Panels – in development

History Panels



- History Panel at each stop – 24 x 52
- Collaboration:
 - Streetcar Project
 - Tempe History Museum
 - Historic Preservation
 - Stakeholders
 - Tribal Community



Light Rail history panel



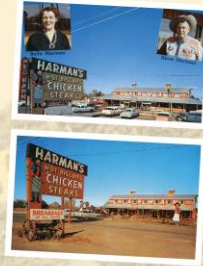
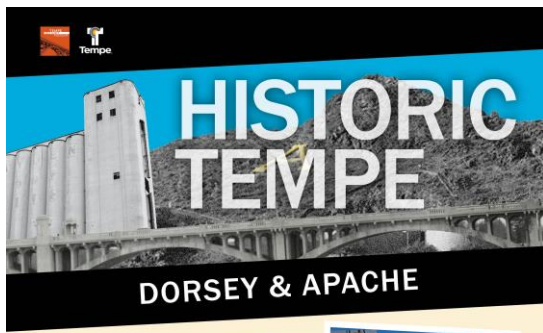
History Panels



History Panel Goals

- Images from specific station locations
- Showcase the Tempe History Museum archives
- Make it visual – more images, less text
- As much as possible, include a diversity of people, perspectives, and time periods
- Make it interesting and fun





Harman's Ranch Restaurant at 1314 E. Apache Boulevard was a local favorite during the 1950s and 1960s. It was known for blending a live mountain trip on site to entertain guests and for being one of the first Kentucky Fried Chicken franchises in the United States.



The Electric Ballroom at 1216 E. Apache Boulevard, shown here in 1960. Previously known as Dorsey's and after the Gold Rush, this live music venue hosted performances by Prince, G.B. King, Nirvana and countless others.



Tempe's first strip shopping center opened on Apache Boulevard near Dorsey Lane in 1956. It was anchored by an A.J. Bayless Market, an Arizona-based grocery chain.



The A.J. Bayless shopping center on Apache Boulevard and Dorsey Lane as it looked in 1970.




The AAW Root Beer drive-in restaurant on Apache Boulevard near Dorsey Lane, shown here in 1972.

DORSEY & APACHE



RURAL & APACHE





HISTORIC TEMPE

RURAL & APACHE

The Valley National Bank branch on the northeast corner of Rural Road and Apache Boulevard was built in 1962. The building was demolished in 2007 to make way for the construction of the Barrett Honors College at Arizona State University. The catenary gothic dome roof was moved nearby to serve as a shade structure.

Street corner flower vendors were common in Tempe at the time of this 1971 photograph. John Pizzocaro would often wear a Richard Nixon mask to attract attention while selling flowers on the northeast corner of Rural Road and Apache Boulevard. The Valley National Bank building can be seen in the background.

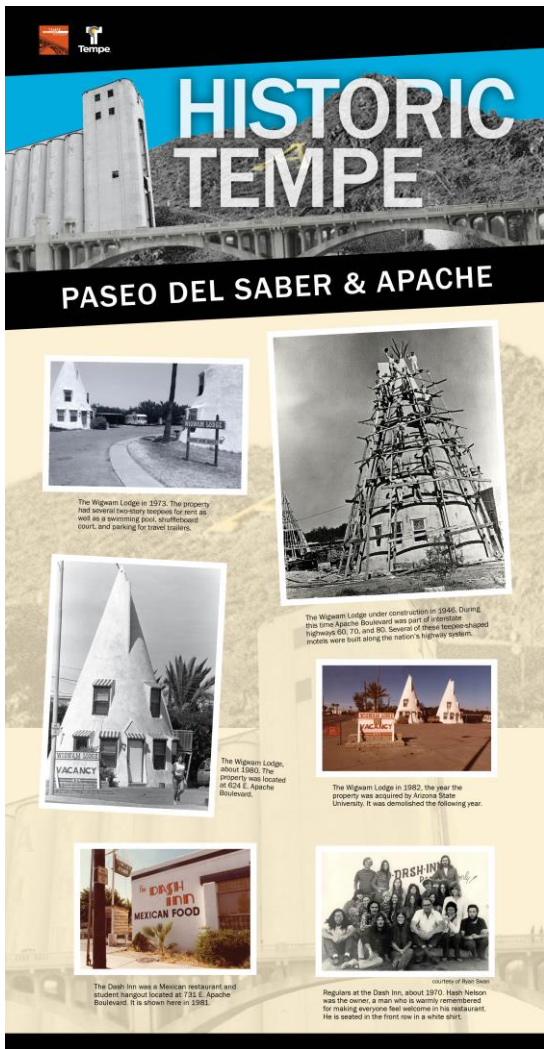
The Holiday Inn on Rural Road south of Apache Boulevard in 1981. The hotel has gone by other names in recent years.

The Holiday Inn on Rural Road south of Apache Boulevard was newly built in this 1971 photograph.

The neon sign pointing to Jerry's Driven Liquors on Rural Road north of Apache Boulevard in 1972.

Juan Soza and Perfecta (Vasquez) Soza at home with four of their ten children. The couple was married in 1902 and lived most of their lives near the northwest corner of Rural Road and Apache Boulevard. Juan was a teamster who worked hauling equipment and material by horse and wagon.

Varsity Inn Pizza on Apache Boulevard south of Rural Road in 1972. The Teepee-shaped structures of the Wigwam Lodge can be seen in the background.




PASEO DEL SABER & APACHE



COLLEGE & APACHE







HISTORIC TEMPE

COLLEGE & APACHE


Martin Luther King Jr. preparing to address a crowd of 8000 spectators at Goodwin Stadium on June 3, 1964. King spoke in favor of the landmark Civil Rights Act, which was signed into law by President Lyndon Johnson just a month later.




courtesy of the Robert Davidson Papers, RSI Library




Looking down on College Avenue from Goodwin Stadium in the 1950s. At that time the arroyo through campus was still open to vehicle traffic.




Goodwin Stadium was completed in 1936. It hosted college football games before being replaced by Sun Devil Stadium in 1958.




The exterior of Goodwin Stadium in the late 1930s. The school that later became known as ASU was called Arizona State Teacher's College at that time.



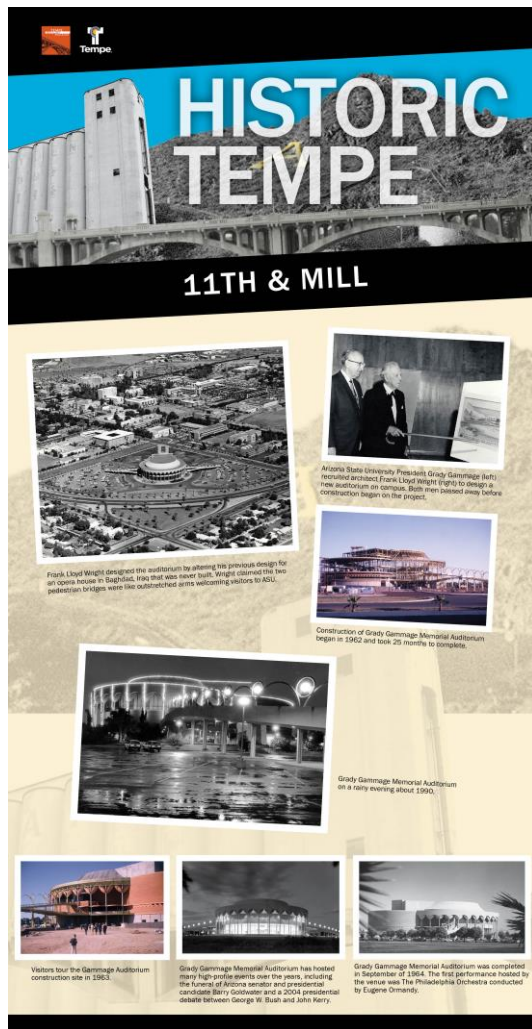
Track at Goodwin Stadium in the 1950s.



Goodwin Stadium was demolished between 1976 and 1978 to make room for additional ASU buildings.



Football rivalry Arizona State and University of Arizona played at Goodwin Stadium in the 1950s.




11TH & MILL




9TH & MILL






HISTORIC TEMPE


9TH & MILL




In 1953, Tempe High School moved to a new campus at the corner of Mill Avenue and Broadway Road. The old high school building was destroyed by fire in January of 1955.




Tempe High School's first permanent building was constructed in 1909 near the southeast corner of what is now University Drive and Mill Avenue.




Eighth Street Elementary School, located at the southeast corner of what is now University Drive and Mill Avenue, about 1915. The school became segregated after the construction of a new school on 10th Street for white children. In 1923, local farmer Apple Romo ended the practice by successfully suing the school district - the first Mexican-American desegregation lawsuit in the United States.




Tempe High School football program from 1952. The final year students attended the old campus near University Drive and Mill Avenue. The school had its football games at Goodwin Stadium on the Arizona State College (now ASU) campus.



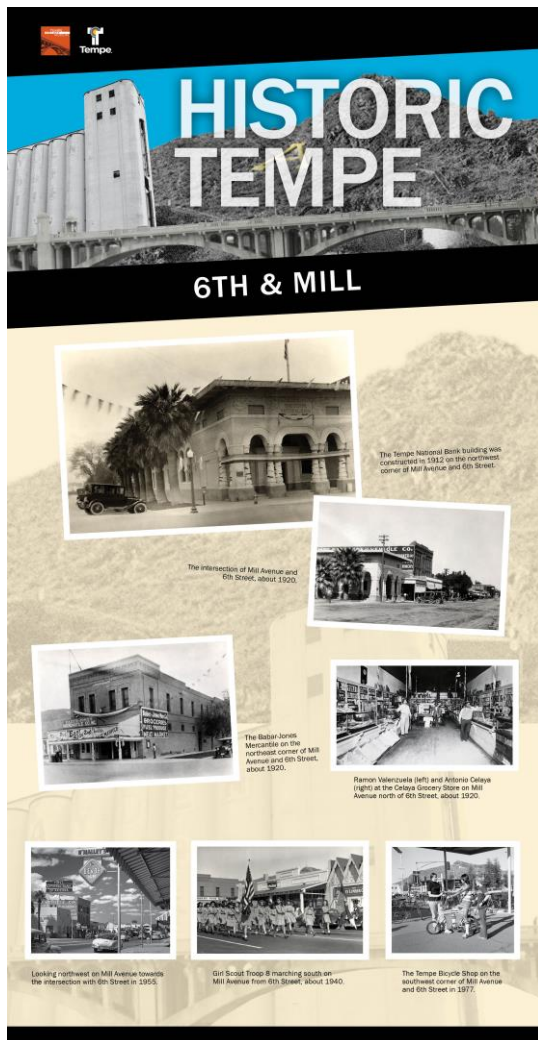
Tempe Center was located on the southeast corner of University Drive and Mill Avenue on the original site of Tempe High School. Opened in 1958, it was one of the first of many strip malls in Tempe.



The Dairy Queen restaurant on Mill Avenue and 10th Street in the mid 1950s.



Many ASU students were regulars at Pele's Fish and Chips on Mill Avenue south of University Drive. The restaurant operated for several decades here before relocating to Apache Boulevard in the late 1980s.




6TH & MILL





3RD & MILL






HISTORIC TEMPE

3RD & MILL





The original Hayden Flour Mill was built in 1874 to process the wheat grown by local farmers. The mill was powered by water from the nearby Salt River.


Workers of Mexican pioneer ancestry were employed at the Hayden Flour Mill for over 100 years. Local families like the Penillas, Almada, Chavarria and Johnson contributed multiple generations of mill workers.




Arizona State University cheerleaders march past the Hayden Flour Mill during the 1956 Homecoming Parade.




Looking south along Mill Avenue from 3rd Street in 1960.



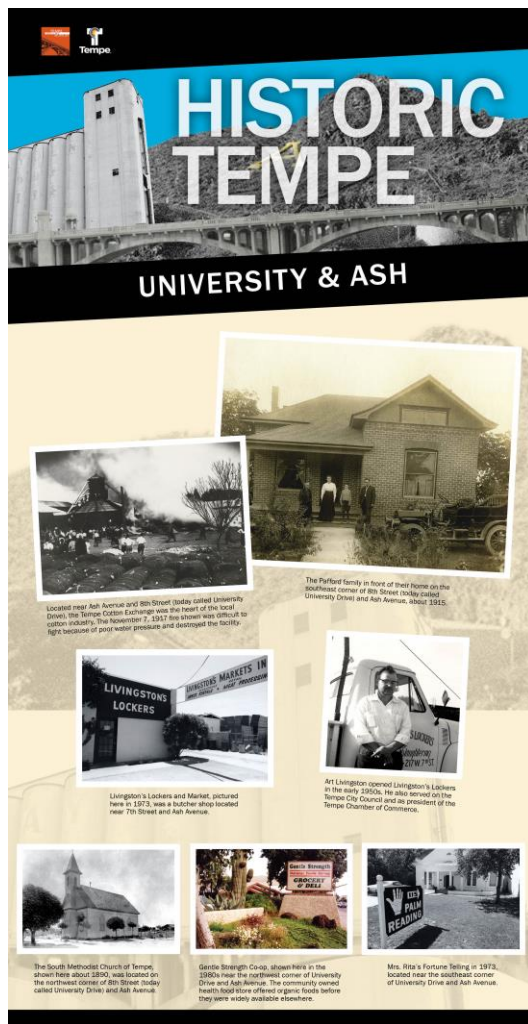
George Ferrell and Joe Dana opened the Datsa Bros. Motor Company in the 1950s (next to the Hayden Flour Mill). The new and used car dealership is pictured here about 1975.



The driver education car at the Datsa Bros. Motor Company on Mill Avenue 1975.



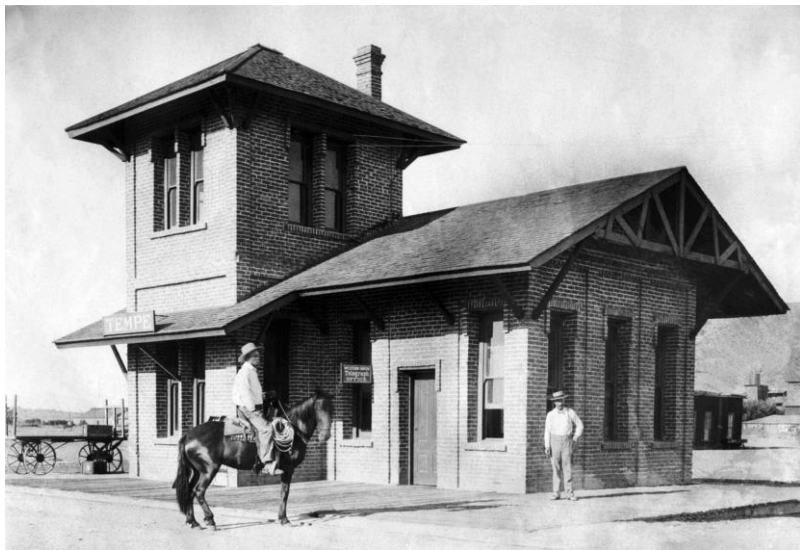
Chuy's Choo Choo on Mill Avenue between 3rd and 4th Streets was an important venue for live jazz and blues music in the 1970s.




UNIVERSITY & ASH




5th & ASH







HISTORIC TEMPE




5TH & ASH




Tempe's original train station was this tall brick structure built by the Monrovia & Phoenix Railroad in 1887, just north of today's 5th and Ash intersection. It served Tempe until demolished in 1917, replaced by the steel arches located two blocks north at 3rd Street in 1909.




This mule-drawn trolley – seen here in front of the Main Railroad freight warehouse at 5th and Ash – was started in 1892 by owners of Tempe's Goodwin Brothers. As long as the mule cooperated, the trolley took passengers from the Main Road to hotels and businesses along Mill Avenue.




View from Hayden's Butte (toward farmland west of Mill Avenue around 1907). Tempe's original train depot at 5th and Railroad Avenue (now Ash) is at lower left at the west end of the trestled 5th Street. Tempe's stockyards are located a block north, on the west side of the railroad tracks.




Aside from Carnegie and the other mountains in the background, the Haskell House and the Hotel Casa Loma are the only buildings that remain from this view of 5th Street between Mill and Maple around 1900. The tall building left of the hotel's water tower was a saloon on 4th.



The welding shop that became Tempe Welding & Crane in the 1970s was built in the middle of what is now Ash and 5th Street in 1959. The land was located on old Railroad Avenue and moved from the Southern Pacific Railroad. Ash Avenue was re-routed through the site in the mid 1980s.



This modest-looking home at 202 W. 5th was built by rancher J. D. Cooper around 1888 to serve as a saloon for railroad passengers. By 1901, German immigrant August Benkenkamp turned the building into a grocery store. After 1911, it became a private residence.



The Bash on Ash at the northeast corner of 5th and Ash hosted a range of concerts, from honky-tonk to hip-hop, to take for nearly a decade starting in 1997. Originally home to General Services Contractors in the late 1950s, the best-known tenant was McDuffy's Sports Bar in the 1980s and 1990s.



The crew of Phoenix & Eastern Railroad Engine No. 172, with service to the mining town of Winslow, stands for a photo at Tempe's Union Depot with the station's staff around 1910. This depot stood at 3rd and Railroad Avenue - today's Ash Avenue - from 1908 to 1923.

Originally built to serve the Phoenix & Eastern Railroad at 5th and College in 1904, this depot was literally picked up and moved in 1908 to its permanent location at 3rd Street and Ash Avenue. It became known as the Union Depot because it served the Phoenix & Eastern and the Maricopa & Phoenix Railroads.

The Arizona Eastern Railroad built this red brick depot in 1924 at 3rd and Ash after its predecessor was destroyed by fire in May 1923. The station closed in the mid-1950s as cars, trucks and airplanes displaced rail travel. Amtrak briefly revived passenger service for a decade until 1996.

Andrew Lee and Susana (Sosa) Lee on their wedding day in 1927. Both the Sosa and Lee families have been in Tempe since the late 1800s. Andrew and Susana had ten children together.

Andrew and Susana Lee built their home at 115 W. 3rd Street (renowned out of homemade adobe brick). The City of Tempe purchased the house about 1979 and demolished it to make way for development projects.

3rd & ASH



TEMPE BEACH PARK / RIO SALADO



HISTORIC TEMPE

TEMPE BEACH PARK / RIO SALADO

Many Tempe children spent their summers playing pool in the swimming pool at Tempe Beach Park.

The baseball field at Tempe Beach Park, shown here in the 1950s, served as a venue for Little League games.

Tempe Beach Park, about 1938. The park was known for its swimming pool, baseball field, and roller skating rink.

Tempe's counterculture gatherings for a love-in at Tempe Beach Park in 1967.

The Montanez family at home on 1st Street (today called Rio Salado Parkway) and Roosevelt Street in Tempe.

Elected in 1964, Gilbert Montanez was the first Mexican American to serve on the Tempe City Council. He was also Tempe's first Mexican American to serve on the Tempe City Council.

Looking east on 1st Street (today called Rio Salado Parkway) about 1920. Hayden Butte and the Hayden Flour Mill are visible.


HAYDEN FERRY / RIO SALADO

**Content and Design for the history panel at this stop
will be furnished by the Salt River Pima – Maricopa
Indian Community**




MARINA HEIGHTS / RIO SALADO






HISTORIC TEMPE


MARINA HEIGHTS / RIO SALADO




Sun Devil Stadium under construction in 1926. It was completed in time for the fall football season that year.




Looking down on the newly completed Sun Devil Stadium from Hayden Butte in 1926.




Sun Devil Stadium hosted Super Bowl XXX in 1996. The Dallas Cowboys beat the Pittsburgh Steelers 27 to 17.




Tempe resident Irene Rodriguez (right) with family and friends swimming in the Salt River, about 1925. Swimming holes near Hayden Butte were popular for locals trying to keep cool in the summertime.



Looking southward from Hayden Butte in 1954. The barrio of San Pedro is visible below, home to some of Tempe's earliest Hispanic residents. The barrio was removed through re-zoned districts in the late 1950s to make way for Arizona State University residence halls and sports facilities.



Students climbing Hayden Butte, about 1930.



The Phoenix & Eastern Railroad Bridge crossing the Salt River near Hayden Butte in 1903. The bridge partially collapsed in a massive flood in 1905 and fell out of use. The remaining portions were removed in the 1920s.



tempe.gov/streetcar

